

L&D TECH SHOWCASE

Theme:

HYBRID: THE WAY FORWARD

Rider University
2083 Lawrenceville Rd
Lawrenceville, NJ 08648

📅 Wed. 28th September, 2022

🕒 12.00 PM - 7:00 PM

Networking Lunch at 12:00 pm

Networking Reception at 6:15pm

Register now at :

<https://midnjatd.org/event-4858969>

ONLY SOME OF OUR AMAZING
SPEAKERS!!



**Christian Furler
O'Brien**

Associate Director,
Bristol Myers Squibb



Barbra Kocsis

Managing Director,
iCapiat Network



Vanessa Alzate

CEO,
Anchored Training



Susan Gatti

CEO,
Immix ID



Matt Pierce

Learning & Video
Ambassador,
TechSmith

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Valary Oleinik

CEO,
DandLearn



Eugene Kutcher

Dean,
Norm Brodsky College
of Business
Rider University



Serene Wang

CEO,
Elite Education



Nick Floro

CEO,
Sealworks



Thomas O'Connor

Assistant Professor,
Rider University

Sponsors



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Business, unbridled. Since its founding in 1865, Rider University has maintained its standing as a leading business college in New Jersey and the surrounding region. At the Norm Brodsky College of Business, we don't just give students a solid foundation, we immerse you in theory and practice, so you'll build useful skills for the career you choose. With a committed faculty and high visibility in the corporate community, we prepare students for success both while you're at Rider and long after you graduate.

<https://www.rider.edu/>



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TECH SHOWCASE: HYBRID THE WAY FORWARD

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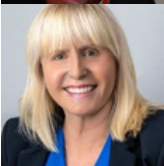
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Director of Organizational Development & Learning, Bancroft



Thomas O'Connor
Director of Technology Special Interest Group (SIG)
Visiting Assistant Professor at Norm Brodsky College of Business at Rider University



Together We Create a World That Works Better

Vision: Create a World That Works Better

***Mission: Empower Professionals to Develop Talent in the Workplace
Who We Serve***

Our members and customers are professionals who help others achieve their full potential by improving their knowledge, skills, and abilities in the workplace. They go by many titles: talent development managers, trainers, instructional designers, performance consultants, frontline managers, workplace learning professionals, and more. ATD's members come from more than 120 countries and work in organizations of all sizes and in all industry sectors.

3 REASONS TO JOIN THE TECH SHOWCASE

The theme is all about **Hybrid** and how it's actually the way forward.

- 1 - We know we are never going back to how things were before the pandemic. Let's talk about how we can make this hybrid world work for us.
- 2 - This is not just theory or engagement, we will show you some technology and tools that you can use to make hybrid work for you.
- 3- And then there's networking - meet other members of the Mid NJ Chapter and others in the surrounding areas and of course our sponsors

Come for Fun, Networking, and Connection!!

Check out our **"3 Reasons"** Video:

<https://youtube.com/shorts/UYRed6o68IA?feature=share>

And our YouTube channel for videos about the HYBRID Workplace & the Mid NJ ATD Chapter:

<https://www.youtube.com/channel/UCjCK-4FFDgMLwJlulqXtP4Q>



MID NEW JERSEY CHAPTER Association for Talent Development

Wednesday, September 28, 2022

12:00 pm



OPEN NETWORKING

Host: Dr. Thomas O'Connor
Assistant Professor - Norm Brodsky College of Business, Rider University

Cafeteria

1:00 pm



WELCOME

Dr. Eugene Kutcher III
Dean - Norm Brodsky College of Business, Rider University

1:30 pm



KEYNOTE: NEW RULES OF ENGAGEMENT: TRAINING GOES HYBRID

Valary Oleniek, Valary with a WHY - CEO, DandLearn

Even before the pandemic we had not cracked the code for consistent learner engagement. Now we are charged with providing training and instructional options that fit into a new version of the workday, workspace, and our learners' lives. While not necessarily a new concept, hybrid is rapidly becoming a new normal expectation in terms of content delivery. In many ways, hybrid is an inevitable outcome of trends that have shaped how people consume and curate content over the past several decades. From mixed tapes to mixed media, there has been an ongoing movement to create more learner-centric and immersive learning opportunities. Hybrid delivery does require us to develop new skills and to design with a different mindset, but the opportunities it affords greatly outweigh the challenges.

So while the locations and spaces in which learners engage in training and education may be changing, we still need to revisit some key questions, for which we never fully found the answers. How do we know if people are engaged? How do we engage them and ensure they achieve the desired outcomes? What do we even mean by engagement and should we be digging deeper into some of the various types of engagement, including cognitive, behavioral, social, and emotional? Come explore these questions and discover clues from our fellow content creators in the marketing, social media, and game design fields that can help lead us to new and innovative approaches as we navigate our new hybrid existence.

2:30 pm



EMPOWERING AN AGILE SALES FORCE THROUGH HYBRID LEARNING

Christian Furler O'Brien - Associate Director, U.S. Genitourinary Oncology Training & Talent Development - Bristol Myers Squibb

TBD

3:15 pm



PANEL: USING SOCIAL MEDIA FOR TALENT DEVELOPMENT IN THE HYBRID WORLD

Vanessa Alzate - CEO, Anchored Training

Barbra Kocsis - Managing Director, iCapital Network

Susan Gatti - CEO, Immix ID



As talent development looks to engage their workforce in new ways, we cannot ignore one thing at our fingertips all the time... social media. Social media can be a powerful force to increase engagement and build community. In this panel discussion, each panelist has spent time analyzing various social platforms, and curating resources, tips, tricks and pros/cons on many social platforms. They will discuss how different social media tools such as Facebook, Workplace, and even TikTok can create employees who are able to upskill, reskill, and cross skill. Come with your questions ready because the panelists will have answers!

4:00 pm



USING VIDEOS AND IMAGES FOR IMPROVING HYBRID WORK

Matthew Pierce – Learning & Video Ambassador, TechSmith Corporation

Hybrid work, love it, hate it, is here. The challenge of moving between office and home, and then not knowing if your co-workers will be in the same set up as you can be daunting. And whether you're working from the office or home, good communication can help all of us work better and more efficiently. During this session, we'll look at how visual and videos can be used to help foster better communication and work, and how those can be incorporated into the work already happening.

Learning Objectives/Takeaways

Review and understand 'Value of Visuals Research' and impact they have in the workplace.

Multiple ways images & videos can be used to supplement current and ongoing communication and work.

4:45 pm



CREATING AMAZING HYBRID SESSIONS: TOOLS, TIPS & TECHNIQUES

Nick Floro – CEO, Sealworks Interactive Studios

Are you looking for amazing ways to engage your participants in location and remotely? This jam session will provide you with the foundation to understand and design your next hybrid event for engagement from planning, templates, techniques and apps that you can utilize to create that magical experience for your audience to focus on learning while actively participating. We'll also demonstrate and provide a recipe of options for you to consider to enhance your room, hardware and experience. You'll leave the session feeling inspired and have the practical information and resources you can apply when you get back to your device. Please note if you are attending in person, and bring a device we'll open up a Miro board to give everyone a chance to play and experiment. All you need is a tablet or laptop if you want to participate or you can do it when you get back to your desk.

Wednesday, September 28, 2022

5:30 pm



SMART TOOLKIT TO ENHANCE HYBRID WORK

Serene Wang – CEO, Elitelink Education

This session is designed to help organization build a plan to achieve goals for a productive and secure hybrid-office business model. Share smart practices, strategies and tools based on research and from my training in other large-scale organizations.

6:15 pm



NETWORKING RECEPTION AT DAILY'S
Rider University

Speaker Bios

DR. THOMAS O'CONNOR - ASSISTANT PROFESSOR - RIDER UNIVERSITY

Thomas M. O'Connor joined Rider University's Norm Brodsky College of Business as a Visiting Assistant Professor of Management in the fall of 2019 after twenty-five years of corporate experience with Merrill, a Bank of America Company and PricewaterhouseCoopers as well as fifteen years of adjunct college teaching experience on both the graduate and undergraduate level. O'Connor created and facilitated a highly rated leadership skills training program at Merrill that ran for fifteen years. He also won an innovation award at Merrill for creating a web video tool for training and communication. Dr. O'Connor also serves as the faculty advisor to the Rider chapter of the Society for Human Resource Management (SHRM), in which he guides HRM majors and supports their activities. In addition, he heads the HR Advisory Board and meets with executives regarding curriculum matters and ideas to enhance the major. Dr. O'Connor also serves as faculty advisor to the Omicron Delta Kappa (ODK) Leadership Honor Society. He is also active in The Mid New Jersey Association for Talent Development.

DR. EUGENE KUTCHER - BUSINESS DEAN - RIDER UNIVERSITY

Eugene Kutcher is currently serving as the Dean for the Norm Brodsky College of Business. Prior to this, he chaired the Department of Management where he has been a faculty member since 2007. Dr. Kutcher received his bachelor's degree from Rutgers University, where he majored in Business Management and Psychology, his master's degree from Montclair State University, and his Ph.D. in Industrial Organizational Psychology from Virginia Tech. His published and presented research has focused on employee engagement, social elements of employee selection, and work-family balance. His applied professional experience has been in the realms of training and development, employee attitudes, and program evaluation. At Rider, Dr. Kutcher teaches courses in Employee Selection & Training, Employee Engagement, Management Skills, and Human Resource Management, and received the university's Distinguished Teaching Award in 2013. He has served the university as the Director of DAARSTOC (an executive skill-building program), co-chair of the Faculty Mentoring Committee, co-chair of the Norm Brodsky College of Business Core Curriculum Revision Task Force, as well as several other high-impact committees and initiatives.

VALARY OLEINIK - CEO, DANDELEARN LLC

Valary Oleinik is half artist and half geek, and 100% committed to finding ways to help people develop and deliver more engaging and effective learning experiences. Her innovative approach as a speaker and consultant on gamification of learning and creative problem solving has earned her the titles of "maven of new thinking" and the "MacGyver of training." Throughout her decades of experience in workplace learning and development and professional development of higher education staff, she has been on a quest to level up learning experiences because "learners deserve better" than boring, irrelevant, and ineffective training and instruction. She wears many hats: a Project Manager at the international law firm Weil, Gotshal & Manges LLP; the Owner and Chief Disruptor at her consultancy DandLearn LLC, where she offers one-on-one coaching, as well as workshops and keynotes; and a Director at USDLA (United States Distance Learning Association) where she currently chairs the Advisory Board. Valary is also a certified facilitator of The BOX Experience, a proven methodology for those times when thinking out of the box is not enough. Throughout her endeavors, she is assisted by her cat and bunny who are lousy typists but great at shredding papers.

CHRISTIAN FURLER O'BRIEN - ASSOCIATE DIRECTOR, U.S. GENITOURINARY ONCOLOGY TRAINING & TALENT DEVELOPMENT - BRISTOL MYERS SQUIBB

Christian Furler O'Brien is the Associate Director for US Oncology Training & Talent Development focused on Genitourinary Malignancies. He leads a team of Training Strategists to develop and activate learning curricula and experiences that foster deep clinical education and clear communication to both community and academic oncologists. Furler O'Brien joined BMS in July 2020 during the height of the COVID-19 pandemic to lead key launches expanding the renal cell carcinoma and urothelial carcinoma franchises. Prior to joining BMS, he held roles of increasing responsibility across Sales, Sales Training and Consumer Healthcare Marketing at Sanofi and Novartis. He is known as a strategic commercial leader known for elevating talent and successfully leading new launches. He is a passionate and energizing inclusion advocate, who dedicates energy to ensuring patients and people are empowered to thrive.

MATTHEW PIERCE - LEARNING & VIDEO AMBASSADOR, TECHSMITH CORPORATION

Matthew Pierce, Learning & Video Ambassador for TechSmith Corporation, has created videos for learning and marketing for over a decade. He leads the TechSmith Academy, a free platform teaching video and image creation for businesses. He is host of The Visual Lounge Podcast, which streams live on Youtube and LinkedIn weekly. He is a regular speaker at multiple learning and development-focused conferences. Connect with him on LinkedIn.

VANESSA ALZATE – CEO, ANCHORED TRAINING

Vanessa Alzate is the Founder and CEO of Anchored Training, a custom training development agency. She received a BA in both Communications & Political Science from Rutgers University, and an MS in Corporate & Organizational Communication from Northeastern University. For over a decade, she has consulted with many mid-large organizations in industries ranging from pharmaceutical sales to fashion to develop training strategies tailored to each individual organization and team. Vanessa is a dynamic educator in the classroom and works to bring that classroom experience to life online via webinar training and eLearning.

Throughout her career, Vanessa has excelled in assisting companies and individuals to expand their industry knowledge through innovative eLearning and classroom curriculum, while continuing to add consistently to her own education and training. Her experience has included positions within StayinFront, GalaxE. Solutions, Power Home Remodeling Group, Performance Plus International, Inc. prior to starting her firm in 2018.

Vanessa is committed to helping everyone become the best versions of themselves. She is an advocate for empowering women and for increasing belonging. In her spare time she can be found driving her two daughters everywhere from dance class to the doctor office, or checking out a new restaurant at the Jersey Shore with her husband.

BARBRA KOCSIS – MANAGING DIRECTOR, ICAPITAL NETWORK

Barbra is a Managing Director within Fund Administration team at iCapital, and the Chief Financial Officer of iCapital Alternative Investments, LLC. Prior to joining iCapital, she headed the Specialized Product Services team within Global Technology and Operations at Bank of America and was the Chief Financial Officer of Merrill Lynch Alternative Investments. In total, she spent 20 years at Bank of America, beginning as the Alternative Investments Fund Controller at Merrill Lynch in 1999. Prior to joining Merrill Lynch, Barbra spent seven years as the Accounting Director at Derivatives Portfolio Management, LLC, a fund administrator specializing in services for managed futures and hedge funds. She began her career in public accounting with Coopers & Lybrand, working in both tax and general practice over her four-year tenure. Barbra graduated cum laude from Monmouth University with a BS in Accounting and received an MBA with Distinction from Rider University. Barbra also currently attends Rider University pursuing an MA in Business Communications.

SUSAN GATTI – CEO, IMMIX ID

Susan Gatti is a learning strategist obsessed with removing the roadblocks that limit participant performance. She currently serves as CLO of her training consultancy, ImmixID, and is the founder of the Disruptive Spark™ Training Formula. Susan is a leading voice for the disruption of traditional training methods that focus on information vs. the true desired outcome of participant transformation.

Susan's strategies for designing learning solutions and implementing programs have earned her rave reviews by some of the most recognized brands in the world and have made her the top choice for thought leaders who are creating programs for their brands. She is a recognized national conference speaker and her articles have been featured in Chief Learning Officer. To learn more about her revolutionary transformational training strategy visit disruptivespark.com.

NICK FLORO – CEO, SEALWORKS INTERACTIVE STUDIOS

Nick Floro is a co-founder and chief learning architect at Sealworks Interactive Studios with over 30 years of experience developing learning experiences, applications, and web platforms. Nick is passionate about how design and technology can enhance learning and loves to share his knowledge to teach, inspire, and motivate. Nick gets to sketch, imagine, and prototype to craft learning experiences for audiences of all ages, reaching millions of learners annually.

SERENE WANG – CEO, ELITELINK EDUCATION

Serene Wang is a passionate educator, entrepreneur, instructional designer, public speaker, and media influencer. She is the founder and CEO of Elitelink Education. Her achievements have gained her recognition as an Individual with Extraordinary Achievement in the U.S. And she is listed in the Top 10 Outstanding Chinese Talents by All America Chinese Youth Federation and the American Chinese Public Diplomacy Association.

Her specialty is in instructional design, language training, and research in artificial intelligence. She is one of the best seller authors of language learning.

She serves as the advisor and coach for many U.S. and international companies. She is also engaged in many education institutions' teacher training programs as the program developer or trainer.

Awarded as the top 10 digital instructional designers and Key Opinion Leader in Education, Serene has taught at Columbia and New York Universities. Each of her online live-streaming courses has more than 20 thousand students participating at the same time, and her teaching videos have over 20 million views.

12TH ANNUAL TECHNOLOGY SHOWCASE

28 SEP 2022

Keynote
Valary Oleinik, DandLearn LLC

New Rules of Engagement: Training Goes Hybrid



Valary's innovative approach as a speaker and consultant on gamification of learning and creative problem solving has earned her the titles of "maven of new thinking" and the "MacGyver of training."

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Panel Discussion
Vanessa Alzate, Anchored Training
Susan Gatti, ImmixID Consulting
Barbara Kocsis, iCapiatal Network




Using Social Media for Talent Development in the Hybrid World

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Matt Pierce
Learning & Video Ambassador for TechSmith Corporation



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Serene Wang, Elitelink Education

Smart Toolkit to Enhance Hybrid Work



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Nick Floro
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Creating Amazing Hybrid Sessions: Tools, Tips & Techniques



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Dr. Thomas M. O'Connor
Assistant Professor of Management
Norm Brodsky College of Business

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Attended by:

Bianca Clark
ATD Chapter Relations Manager Eastern Area



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Dr. Eugene Kutcher III
Dean, Norm Brodsky College of Business

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Christian Furler O'Brien
Associate Director Oncology Training
Bristol Myers Squibb



Empowering an Agile Sales Force through Hybrid Learning

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